

## PROJECT NARRATIVE

For 10 years, Jamaican Blue has offered a safe, relaxing atmosphere for people to gather and socialize. We offer a full line of coffee and tea drinks, cakes and pastry, and bulk coffee and tea. None of this will change. I simply want to "add" alcohol to the menu because my customers have been asking for it, and due to the loss of business to the national "to-go" coffee chains. We are seeking to recover this business by adapting to Scottsdale's new & changing community.

I do not believe that it will have any effect on the balance of daytime or nighttime uses in the neighborhood, since we are only looking to recover lost business. Historically, Jamaican Blue had 1/2 to 2/3 of its business after 8pm, which is why I do not foresee excessive increase in the daytime business. Therefore, there would be no noticeable effect on local retail businesses, as it relates to parking, or traffic on 1<sup>st</sup> Ave. or Scottsdale Rd. 2/3 of our business would be coming in well after the local retail merchants close (around 5 or 6pm).

For 2 reasons, neighboring restaurants (namely Pita House and Schlotzsky's), are happy with the addition of alcohol to my menu. Jamaican Blue allows food in from both locations, and Pita House does not, and Schlotzsky's "may not" (due to franchise agreements) offer alcohol. This allows all 3 restaurants to co-exist in a harmonious, complimentary relationship -- on the Old Town Pueblo premises. In addition, there are no residential districts located near my business. The closest thing to residential would be the new James Hotel whose target market and expanding focus on social interaction directly matches the demographic make-up of my clientele. There are no current plans for any changes to either interior or exterior lighting. This application contains no outdoor activities. Since inception in 1994, my establishment has been required to be "parked" as a restaurant. In fact, my restaurant has the required 11 spaces on site (see "Parking Lot" drawing). A Management Security Plan with a schedule posting names, positions, and hours shall be posted and available for review onsite at all times.

Regarding Scottsdale's goal for success in the future, per the Morrison Institute's report "Which Way Scottsdale", Jamaican Blue's uniqueness fits right in with "Scottsdale 2.0". As the Report notes, Scottsdale should be fostering "magnet" businesses, which provide "unique urban amenities". Where can you go where the atmosphere is tailored for social interaction, where you can have a coffee or a glass of wine, while getting a psychic reading? How many provide these "amenities" available to locals and visitors alike, virtually anytime of day or night, with wireless Internet access for the businessman or the college student ("live-work spaces" as the Report cites)? Only Jamaican Blue provides this atmosphere. When the Report cites "quality of place", meaning 'something different and something more', I believe that Jamaican Blue fits this mold, since the report says that Scottsdale has to "focus on the somewhat 'funky' to help reposition downtown."

The Report cites a "Talent War" where the importance of attracting 'talent' in their 20s & 30s cannot be overlooked. Demographically, Jamaican Blue attracts these groups. Furthermore, Scottsdale "needs places and amenities that attract people in their 20s and 30s, which are among the most important indicators in the new economic model." "Talented and creative people want to be where the 'interaction' is, and in a place that facilitates spontaneous dialogue and easy interaction". Jamaican Blue has always had a reputation for customer interaction, "where talented and creative people find unique life experiences." The Report states that "over 40% of Scottsdale residents surveyed see the City losing its unique identity," and "most Americans have a renewed yearning for neighborhood scale 'places' where they can have informal meetings and feel connected to their community". Jamaican Blue helps Scottsdale retain its uniqueness.

Other reports indicate that Arizona is seeking to strengthen its market in the motion picture industry. There have been approximately 15 Independent films shot at Jamaican Blue, as well as National TV shows, and Music Videos for VH-1, MTV & European MTV. National Publications, such as Playboy have recognized Jamaican Blue as a local "hot spot" in Scottsdale. Few, if any, of the national chains have given the City this much exposure. I'm not asking for a "hand-out", just a tool in the ever-changing marketplace to support my continued existence.

Our unique contributions to Downtown is why we must be approved for this Series 7 liquor license, so that Jamaican Blue may continue to serve the community.

**5-UP-2004**

03/09/2004

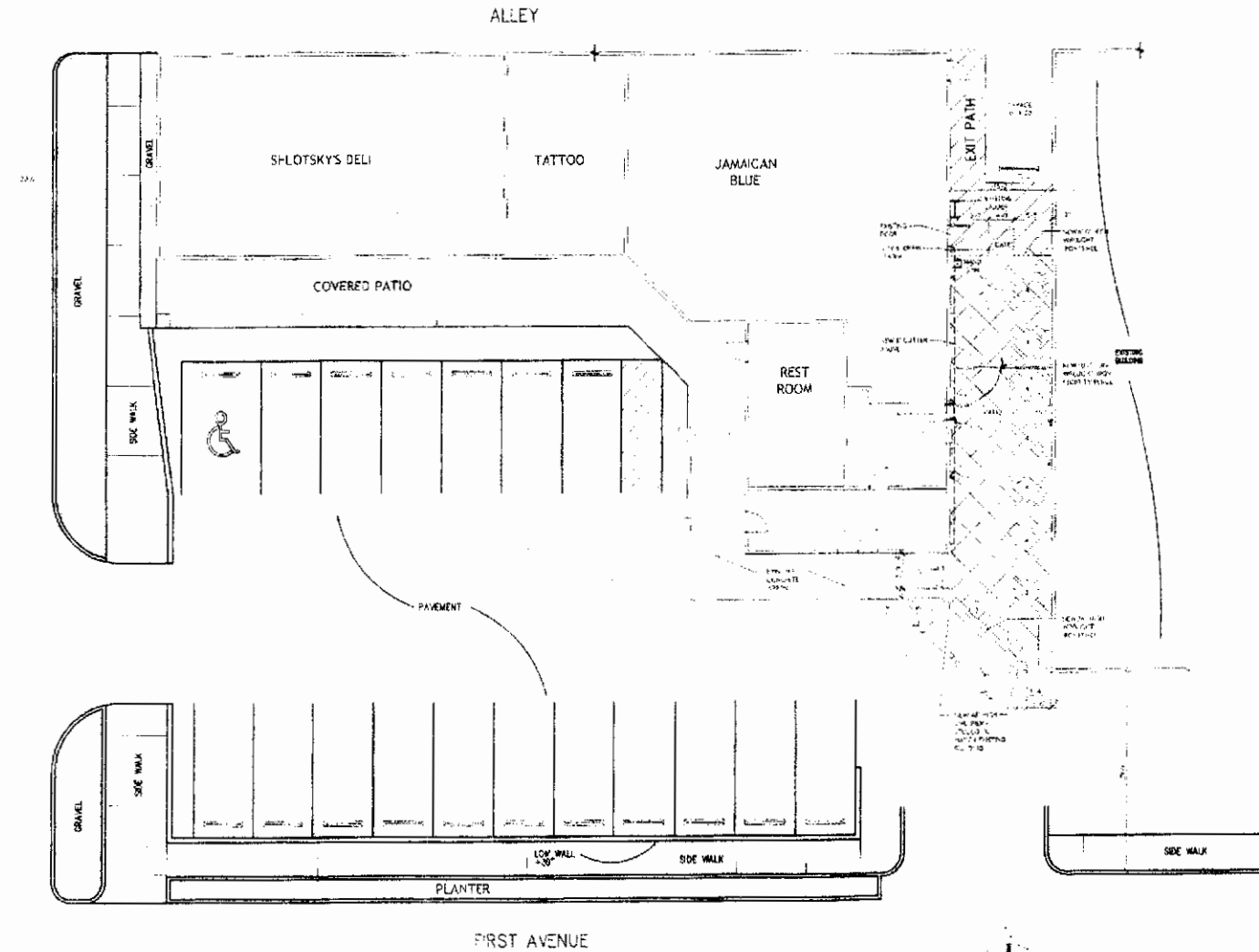
DLD TOWN PLANNED PARKING CALCULATIONS

TYPE	SQUARE FOOTAGE	PARKING REQUIRED
RESTAURANT	100 SQ. FT.	1.75 SPACES/100 SQ. FT.
TOTAL	433 SQ. FT.	7.64 SPACES/433 SQ. FT.

EXISTING RESTAURANT	200 SQ. FT.	3.5 SPACES/200 SQ. FT.
NEW RESTAURANT	100 SQ. FT.	1.75 SPACES/100 SQ. FT.
TOTAL	300 SQ. FT.	5.25 SPACES/300 SQ. FT.

TOTAL PARKING REQUIRED	12.89
NO. OF PARKING SPACES	16
OVERALL	12.89
OVER PARKING AND DRIVE	16
OVER REQUIRED	16

SCOTTSDALE ROAD



**JAMAICAN BLUE**  
4017 North Scottsdale Road Suite 104  
SCOTTSDALE, ARIZONA, 85251  
PARKING LOT DIAGRAM

DESIGNED BY:  
JOB NO.  
DATE:

REVISIONS

SHEET  
**A1**

**5-UP-2004**  
03/09/2004

